

the report and its appendixes), and should be seen as indicative rather than a precise figure.

Nearly all sectors of the economy in all jurisdictions showed increases in output compared with the reference case. The modelling results show that:

- output, income, consumption, employment and investment were higher across all jurisdictions than would have been the case had the telecommunications industry not been liberalised
- the benefits are relatively larger in states that have a concentration of service and manufacturing activities and
- the telecommunications industry shows substantial gains in dollar output, which is especially strong in internet services and relatively strong in mobile services, with comparatively little change in traditional non-mobile services.

Consumers have benefited in all jurisdictions, with increases in household consumption made possible by less expensive services, the adoption of higher quality mobile voice, and mobile and internet data services, and more service choice than in the previous year.

FIXED-LINE SERVICES

Fixed-line call revenues, subscriber numbers and call volumes all declined in the 12 months to 31 March 2005. While access revenue increased, subscriber numbers decreased by two per cent (residential) and four per cent (business), total local call revenue decreased by 14 per cent, the number of local calls decreased by eight per cent and local call minutes decreased by 11 per cent. Decreases in local call revenue and volume are similar for residential and business use.

Long distance and international call revenue, volume and minutes also decreased. Total fixed-to-mobile call revenue decreased by 1.7 per cent, while fixed-to-mobile call volume increased by 3.7 per cent and call minutes by three per cent.

The decreased consumption of fixed-line services is attributed to the corresponding increase in use of mobile telephony. The substitution of fixed-line voice by mobile telephony can be explained by the combination of declining mobile phone charges and consumer desire for greater convenience and flexibility. Continuing high growth in

broadband internet services also suggests that email, internet messaging and chat rooms may be providing alternative forms of communication.

INTERNET SERVICES

There were large increases in broadband subscribers and data volumes, corresponding with substantial price reductions per gigabyte of data. In the twelve months to 31 March 2005. Broadband data volumes increased by 230 per cent and prices per gigabyte reduced by 54 per cent for ADSL and 49 per cent for cable broadband subscribers. Broadband services revenue expanded by 67 per cent by 31 March 2005.

A key factor behind the growth of internet services was Telstra's introduction of new entry-level retail ADSL service in February 2004, followed by a competition notice issued by the Australian Competition and Consumer Commission in March 2004 and new Telstra wholesale prices from December 2004, leading to significant price competition in the broadband internet market. The lower rates have encouraged many users to switch from slower dial-up services.

The increase in broadband wireless access services, which

offer broadband internet access at competitive prices, has been another source of competition.

MOBILE SERVICES

The mobile sector also continued to grow strongly with subscriber numbers increasing by 13 per cent, total call minutes by 12 per cent and total mobile revenue by 11 per cent. Average mobile call charges per minute declined slightly. The introduction of capped pricing plans appears to have been a factor in the strong growth of mobile voice services.

Total mobile revenue increased by 11.1 per cent or \$910 million to \$9.1 billion by March 2005, with total call revenue up by nearly \$700 million (9.6 per cent) and total call minutes by 11.7 per cent. The average nominal revenue per call minute fell by 1.8 per cent, or 4.2 per cent in real terms. SMS or data revenue increased from \$970 million to \$1.17 billion, an increase of 21.3 per cent.

Consumer Benefits Resulting from Australia's Telecommunications Sector, is on the ACMA website at www.acma.gov.au (go to Home > ACMA > Publications > Industry > Telecoms Performance Reporting > Consumer Benefits Report).

CHILDREN'S AND PRESCHOOL CHILDREN'S PROGRAMS CLASSIFIED, OCTOBER 2005

Producers interested in submitting programs for classification should contact ACMA's Content Assessment section on (02) 9334 7700.

PROGRAM TITLE	SERIES	EPISODES	PROGRAM STYLE	PROGRAM TYPE	COUNTRY OF ORIGIN	NEW/RENEWAL	CLASS.	DECISION DATE	APPLICANT
<i>Staines Down Drains</i>	1	1-26	Animation	Drama - series	Australia	New	PRC	14/10/05	Yoram Gross EM TV Pty Ltd
<i>Streetsmartz</i>	2	14-26	Live action	Drama - series	Australia	New	CD	28/10/05	Great Western Entertainment Pty Ltd
<i>The Tribe: The New Tomorrow</i>	1	14-26	Live action	Drama - series	Australia	New	CD	14/10/05	Little White Cloud Development

C - C Classification, CD - C Drama, PRC - Provisional C, Class. - Classification, a classification expires five years after the date it was granted or renewed.